

**Kalamazoo Public Library  
OFFICIAL MINUTES OF THE BOARD OF TRUSTEES  
REGULAR SESSION and RETREAT**

DATE: February 21, 2004

TIME: 9:00 a.m.

LOCATION: Central Library  
Board Room  
315 South Rose Street  
Kalamazoo, Mi 49007

President Brown called the meeting to order at 9:00 a.m.

**PRELIMINARY BUSINESS**

Roll Call: All Trustees were present: Cynthia Addison, Donald Brown, Robert Brown, Amy DeShon, Loren Dykstra, Lisa Godfrey, and James Vander Roest.

Approval of Agenda: There were no changes to the agenda.

**I. RECOGNITIONS, RESOLUTIONS, COMMUNICATIONS**

There were no recognitions, resolutions or communications.

**II. PERSONS REQUESTING TO ADDRESS THE BOARD**

No one addressed the board.

**III. CONSENT CALENDAR**

A. Minutes of the Regular Meeting of January 26, 2004

B. Personnel Items

**Karen Beaudoin** will retire from the position of Children's Librarian in the Children's Room, effective March 31, 2004. Ms. Beaudoin joined the staff in 1967 and held student and clerical positions until joining the librarian staff in 1968. She has held a variety of positions in branches and central library, currently as Programming Librarian in Children's.

Disposition: The board accepted the minutes of the meeting of January 26, 2004 and the Personnel Item as presented.

**IV. FINANCIAL REPORTS**

A. Financial Reports for the Period Ending January 31, 2004

**Recommendation:** Director Amdursky recommended the board accept the Financial Reports for the period ending January 31, 2004.

**MOTION:** MS. DESHON MOVED AND MS. GODFREY SUPPORTED ACCEPTANCE OF THE FINANCIAL REPORTS FOR THE PERIOD ENDING JANUARY 31, 2004 AS RECOMMENDED.



**MOTION CARRIED 7-0.**

The Financial Reports for the period ending January 31, 2004 were accepted.

**V. RECOMMENDATIONS AND REPORTS**

There were no recommendations or reports.

## VI. COMMITTEE REPORTS

### A. Finance & Budget Committee

Mr. Vander Roest reported the Finance & Budget Committee will be meeting in March.

### B. Personnel Committee

No report.

## VII. OTHER BUSINESS

### A. Directors Report

Presentation: Mr. Amdursky explained security precautions at KPL in response to questions from trustees prompted by an item in the director's report describing an incident involving a child that occurred at the Free Library of Philadelphia recently.

## VIII. COMMITTEE OF THE WHOLE

**Motion:** It was moved by Mr. Vander Roest and supported by Mr. Brown to move to a Committee of the Whole to discuss the results and implications for service, of the Attitude, Awareness and Usage Study conducted for KPL.

**Roll Call Vote:** Mr. Brown – yes; Mr. Vander Roest – yes; Mr. Dykstra – yes; Ms. DeShon – yes; Ms. Addison – yes; Ms. Godfrey – yes; President Brown –yes.



**The meeting adjourned to a Committee of the Whole at 9:25 a.m.**

Presentation: Mr. Amdursky introduced the topic and listed four items for discussion and for direction from the board, if appropriate:

- 1) Investment in marketing and promotion
- 2) Our role as a regional library vs. our role as a library for our district taxpayers
- 3) Transportation and parking
- 4) Commercial alliances

There was extended discussion of these items by trustees, which encompassed many suggestions and ideas. Those items on which the board came to consensus or provided direction follow:

•Some marketing resources could be redirected from high profile programs (ex. Reading Together and Ready to Read) to ongoing, core services. Examples mentioned were parking options for Central patrons, branches, the website, promotion of library staff's ability to help patrons find what they need on the Internet, educating patrons on fines and fees structure, resources for underemployed. Utilize paid advertising for "ongoing" items rather than relying on news releases to get that information out to the public; that way we choose what is marketed rather than having it chosen for us by the newspaper.

The importance of getting out into the community with our message rather than relying on printed materials available to patrons who come into the library was stressed. Examples given that we could employ included Loy Norrix student run radio programs, and WIDR at WMU for "Did you know?" or "Your library does..." advertising to reach teens and young adults. Newcomers to Kalamazoo should be a target market.

•Identify options and associated costs for the board to provide parking for all Central staff members, including hourly, in order to reserve the library lot strictly for patrons.

- KPL should place a sign in the central parking lot describing the rules and fees in understandable language rather than relying on the parking authority.

- The board committee formed as liaison to the public schools regarding what role the public library might play have in providing library services to schools would like to pursue available options.

- Trustees do not want to sell new books, but are willing to explore options available in offering links to online bookstores and other library related sites, but do not want to hurt local businesses.

- It was suggested we explore working with WMU and student housing property managers to retrieve library materials when students leave campus for the summer.

- When the library enters a partnership to provide a new program or service, a plan of how the library expects to maintain or curtail the program should be in place. An added issue is whether library resources should be used to fundraise for programs we take on through partnerships.

- The board agreed it may be desirable to institute fees for some services to nonresidents if those services are provided to KPL on a per capita rate rather than a flat rate. If fees or services become highly burdensome for taxpayers, the board would want to have the opportunity to consider instituting a cost to non residents, but would want to see the number of users and costs involved as part of the consideration process.

**Motion:** Ms. Godfrey moved Mr. Vander Roest supported returning to regular session.

**Roll Call Vote:** Mr. Brown – yes; Mr. Vander Roest – yes; Mr. Dykstra – yes; Ms. DeShon – yes; Ms. Addison – yes; Ms. Godfrey – yes; President Brown –yes.



The meeting returned to regular session at 12:20 p.m.

#### **IX. PERSONS REQUESTING TO ADDRESS THE BOARD**

No one addressed the board.

#### **IX. TRUSTEE COMMENTS**

Mr. Vander Roest felt the collegial exchange of ideas among trustees was very valuable and would welcome this kind of session more often; the board president and director should not hesitate to schedule a session when appropriate. Other trustees agreed with his comments.

#### **X. ADJOURNMENT**

Hearing no objections, President Brown adjourned the meeting of the Kalamazoo Public Library Board of Trustees at 12:25 p.m.

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Loren Dykstra, Secretary